



FOR IMMEDIATE RELEASE

COMCAST BRINGS SMITHSONIAN HOME

Smithsonian Channel Launches in Washington, D.C.

New York, NY – January 6, 2011 – Comcast and Smithsonian Networks today announced the launch of the Smithsonian Channel for Comcast Digital TV customers in Washington, D.C. Customers now have access to the award-winning, family friendly original programs on the Smithsonian Channel located on Channel 194. Smithsonian Channel plans to continue its roll out to customers in the Washington, D.C. market through 2011.

"An important part of our venture is to further the Smithsonian Institution's mission, which includes the increase and diffusion of knowledge," said Tom Hayden, Executive Vice President and General Manager, Smithsonian Networks. "Being launched by Comcast is a big step in our plan towards furthering that commitment of delivering cultural, historical, scientific and educational programming."

"Comcast is dedicated to offering information and entertainment options that reflect the diverse interests of our customers and we are pleased to be launching the Smithsonian Channel to our customers in Washington, D.C.," said Paul Chiamulera, Regional Vice President of Marketing for Comcast.

ABOUT SMITHSONIAN NETWORKS

Smithsonian Networks (SNI/SI Networks L.L.C.) is a joint venture between Showtime Networks Inc. and the Smithsonian Institution, formed to create channels featuring programs largely inspired by the assets of the Smithsonian Institution, the world's largest museum complex. Smithsonian Channel features award-winning original documentaries, series, and groundbreaking programs highlighting America's historical, cultural and scientific heritage. Smithsonian Channel brings the American experience home in high definition and Dolby Digital 5.1 and is available to customers of DirecTV, Comcast, Time Warner Cable, Charter Communications, Cablevision, Verizon, AT&T, and more. Learn more at www.smithsonianchannel.com.

ABOUT COMCAST CORPORATION

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is one of the nation's leading providers of entertainment, information and communication products and services. With 22.9 million video customers, 16.7 million high-speed Internet customers, and 8.4 million Comcast Digital Voice customers, Comcast is principally involved in the development, management and operation of cable systems and in the delivery of programming content.

Comcast's content networks and investments include E! Entertainment Television, Style Network, Golf Channel, VERSUS, G4, PBS KIDS Sprout, TV One, 11 regional sports networks operated by Comcast Sports Group and Comcast Interactive Media, which develops and operates Comcast's Internet businesses, including Comcast.net (www.comcast.net). Comcast also has a majority ownership in Comcast-Spectacor, which owns two professional sports teams, the Philadelphia 76ers NBA basketball team and the Philadelphia Flyers NHL hockey team, and a large, multipurpose arena in Philadelphia, the Wells Fargo Center, and, through Global Spectrum, manages other facilities for sporting events, concerts and other events.

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